## Don't waste heating dollars

The heat-making value of a pound of coal is as fixed as is the number of cents in a dollar. Whatever heat-value you get from coal in room-comfort depends on how you burn it-how you extract the heat. You can shovel much coal into old-fashioned heaters, yet most of the heat-making gases will pass up the chimney unconsumed-never get your money's worth. But, you can have all the available heat from every ounce of coal distributed into the rooms, just where and when needed, by an outfit of

## A MERICAN $\&$ DDEAL

The deep, large of an IDEAI Boiler is one o
the strong features for producing fuel savings A deep, slow fire is easily proven best as compared with the shallow fir heating methods-just as a big cake of ice which fills the refrigerator box gives far steadier, more economical results than you get from frequently throwing in a handful of cracked ice. The big IDEAL fire-chamber extracts full value of your coall What the IDEAL Boiler starts in heating economy the AMERICAN Radiators finish by
 distributing warmth in all rooms, evenly, throughout every mild, medium and severe weather. Besides, there is far less house-labor, because no soot and ash-dirt go to the rooms, To save heating dolles.
sting laboratories in United Subic is one of the prime motives of our our foundries how to construct heating outfits to get reliable results and
thorough economy. The users of our outfits get the effects in positive thorough economy. The users of our outfits get the
heating and full returns for the dollars spent for coal.



ARCO WAND Vacuum Cleaner-built into the house You should know about our ARCO WAND Vacuum Cleaner, for dustless, complete cleaning of rooms, furnishings,
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